

Classification Specification
COMMUNICATIONS & OUTREACH SPECIALIST I
(formerly Project Assistant)

Date Prepared: January 2004

FLSA Status: Non-Exempt

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SERIES CONCEPT

The Communications and Outreach Specialist I is the assistant level classification of the Communications and Outreach Specialist series, which includes Communications and Outreach Specialist I, II, and III.

GENERAL DESCRIPTION

Responsibilities include a variety of communications and outreach functions to support agency projects and programs.

Works in a team setting with agency administrative staff to support overall agency administrative functions.

ESSENTIAL JOB FUNCTIONS

Responsible for difficult, complex, and routine clerical and/or administrative support duties. May perform any of the tasks under Office Specialist.

- Works with project leads to develop and implement project outreach strategies such as surveys, email or paper mailings, and support for public and stakeholder meetings.
- Works as part of a multi-disciplinary team to provide various communications, outreach, and administrative duties in carrying out a specific work program.
- Gathers and manages program data. Tracks and analyzes program effectiveness. Prepares various reports, reviews program materials for accuracy and recommends updates as appropriate.
- Makes sure invoices are correct, signed, and processed appropriately.
- Responsible for coordinating special events.
- Serves as liaison among program participants, community members and agency partners. Assists and resolves issues related to program activities and coordination.
- Posts website content.
- Coordinates with project leads to produce and process online and paper surveys.
- Designs flyers and presentations.
- Types and formats forms, memoranda, correspondence, and reports.
- Promotes agency services and events through a variety of communication methods, including presentations.
- Coordinates and distributes agency agenda packages, as assigned.
- Manages simple to complex distribution lists.
- Coordinates and participates in processing bulk mailings for public events and outreach surveys.
- Prepares and submits legal notices for advertising in local papers.
- Provides technical information and assistance to the public by phone and in person.
- Schedules meetings for staff as requested; coordinates meeting date, time, location, facilities, and equipment arrangements.
- In a team setting, works with administrative support staff to share workload, provide phone and customer service back-up and office reception as needed to support work of the agency.

OTHER JOB FUNCTIONS

Performs other related duties as assigned.

DISTINGUISHING FEATURES

This classification is distinguished by knowledge of outreach and communication principles and practices, including surveys, meeting coordination, website posting, distribution lists, and in person communications.

WORKING CONDITIONS

Work is generally performed indoors in an office environment. Must maintain a level of physical and mental fitness necessary to perform the essential functions of the position.

EDUCATION AND EXPERIENCE

EXPERIENCE – MINIMUM:

Two years of relevant experience developing outreach materials and providing administrative support.

EDUCATION – MINIMUM:

Bachelor's degree with major course work in communications, public relations, journalism, electronic multimedia, or related fields.

OR SUBSTITUTING

Any demonstrated combination of experience and education, which provides the applicant with the applicable knowledge and abilities.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Basic website knowledge.
- Microsoft Office and Adobe software for document, spreadsheet, and presentation preparation.
- Adobe Design Premium programs for basic graphic design and document production.
- Basic graphic design principles.
- Principles and best practices of effective project management

Ability to:

- Establish and maintain effective working relationships.
- Work cooperatively with others as a member of a service-oriented team.
- Exercise independent judgement.
- Set priorities and meet strict deadlines.
- Maintain attention to numerous individuals or detailed information for prolonged periods of time.
- Communicate effectively, orally and in writing.
- Use simple graphic arts software.
- Employ outstanding organizational, coordination, and public-service skills.
- Provide excellent customer service to both interior and exterior customers.

SPECIAL REQUIREMENTS

May be required to staff events or booths, which may include weekends or evenings.

LICENSES/CERTIFICATES

A current Washington State Driver's License may be required.